

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 38.943466 Longitude: -94.605762

Watts Mill Plaza Kansas City, MO		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Population</b>	Current Year Estimated Population	8,047	67,575	199,792
	Population Est 25Q1	8,048	67,672	199,790
	Population Est 24Q4	8,030	67,873	200,175
	Population Est 24Q3	8,044	67,968	200,326
	Population Est 24Q2	8,037	68,132	200,607
	Population Est 24Q1	8,017	68,088	200,362
	Population Est 23Q4	8,062	68,209	200,425
	Population Est 23Q3	8,065	67,845	200,179
	Population Est 23Q2	8,079	67,548	199,991
	Population Fcst	7,884	68,431	199,783
	2010 Census Population	7,632	63,585	192,132
	2000 Census Population	7,848	64,378	195,740
	1990 Census Population	7,628	63,616	191,271
	Current Year Daytime Population	9,473	104,913	260,052
	Average Seasonal Population	80	894	2,537
	Historical Annual Growth, 1990 – 2000	0.29%	0.12%	0.23%
	Historical Annual Growth, 2000 – 2010	-0.28%	-0.12%	-0.19%
	Estimated Annual Growth, 2010 – CY	0.37%	0.42%	0.27%
	Projected Annual Growth, CY to Y5	-0.41%	0.25%	0.00%
	Group Qtrs Est	160	1,275	2,645
Transient Est Average Last 4 Qtrs	642	7,168	20,517	
<b>Households</b>	Current Year Estimated Households	4,062	30,646	88,642
	Households Est 25Q1	4,057	30,675	88,584
	Households Est 24Q4	4,050	30,751	88,780
	Households Est 24Q3	4,057	30,796	88,846
	Households Est 24Q2	4,053	30,882	88,984
	Households Est 24Q1	4,041	30,863	88,876
	Households Est 23Q4	4,066	30,919	88,900
	Households Est 23Q3	4,067	30,719	88,756
	Households Est 23Q2	4,072	30,544	88,634
	Households Fcst	3,977	31,095	88,762
	2010 Census Households	3,842	28,685	84,555
	2000 Census Households	4,012	28,506	84,017
	1990 Census Households	3,679	26,863	78,874
	Historical Annual Growth, 1990 – 2000	0.87%	0.60%	0.63%
	Historical Annual Growth, 2000 – 2010	-0.43%	0.06%	0.06%
	Estimated Annual Growth, 2010 – CY	0.38%	0.46%	0.33%
	Projected Annual Growth, CY to Y5	-0.42%	0.29%	0.03%
Population per Household	1.94	2.16	2.22	

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Watts Mill Plaza Kansas City, MO		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	3.2%	4.1%	3.6%
	HH Income \$250,000 to \$499,999	3.9%	4.9%	4.3%
	HH Income \$200,000 to \$249,999	9.1%	11.5%	10.1%
	HH Income \$175,000 to \$199,999	4.8%	6.2%	5.9%
	HH Income \$150,000 to \$174,999	6.2%	7.4%	7.2%
	HH Income \$100,000 to 149,999	14.6%	18.2%	18.6%
	HH Income \$75,000 to 99,999	13.9%	11.8%	12.5%
	HH Income \$50,000 to 74,999	16.3%	13.8%	14.6%
	HH Income \$35,000 to 49,999	11.7%	8.5%	8.8%
	HH Income \$25,000 to 34,999	6.6%	5.1%	5.1%
	HH Income \$15,000 to 24,999	4.0%	3.5%	4.2%
	HH Income \$0 to 14,999	5.8%	4.8%	5.0%
	Average Household Income	\$129,201	\$150,195	\$143,381
	Median Household Income	\$84,467	\$105,743	\$99,480
	Per Capita Income	\$66,001	\$68,932	\$64,191
	Average Disposable Income	\$92,439	\$105,136	\$100,773
	Median Disposable Income	\$72,154	\$89,288	\$85,035
	Discretionary HH Income Over \$150,000	13.6%	17.4%	15.4%
	Discretionary HH Income \$125,000 to \$149,999	6.6%	7.7%	7.3%
	Discretionary HH Income \$100,000 to \$124,999	5.9%	9.2%	9.1%
	Discretionary HH Income \$75,000 to \$99,999	9.0%	12.4%	12.9%
	Discretionary HH Income \$50,000 to \$74,999	16.9%	15.7%	16.6%
	Discretionary HH Income \$25,000 to \$49,999	26.0%	20.2%	21.3%
	Discretionary HH Income Under \$25,000	21.9%	17.4%	17.3%
	Average Discretionary HH Income	\$71,301	\$82,013	\$79,267
	Median Discretionary HH Income	\$52,149	\$70,176	\$67,421
	Householder White – Count	3,064	23,796	66,904
	Median HH Income	\$94,754	\$119,135	\$112,938
	Average HH Income	\$106,766	\$119,688	\$115,699
	Householder Black or African-American – Count	619	3,332	10,743
	Median HH Income	\$45,454	\$45,896	\$50,800
	Average HH Income	\$57,099	\$59,216	\$62,397
	Householder Hispanic – Count	102	1,107	3,802
Median HH Income	\$94,733	\$88,806	\$86,738	
Average HH Income	\$91,479	\$97,069	\$94,637	
Householder Asian or Pacific Islander – Count	91	753	2,282	
Median HH Income	\$113,869	\$120,897	\$120,696	
Average HH Income	\$120,856	\$113,494	\$118,058	
Householder Other or Pacific Islander – Count	186	1,658	4,913	
Median HH Income	\$97,952	\$87,402	\$80,937	
Average HH Income	\$97,043	\$97,555	\$93,021	

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Watts Mill Plaza Kansas City, MO		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Gender</b>	Male Population	3,736	32,273	95,415
	Female Population	4,311	35,302	104,377
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	434	3,904	12,264
	Count of Pop 0 to 7 years	605	5,521	17,315
	Count of Pop 5 - 13	687	6,626	20,582
	Count of Pop 14 - 18	277	2,935	8,718
	Count of Pop 19 - 22	278	2,845	8,304
	Count of Pop 22 - 25	215	2,088	6,020
	Count of Pop 25 - 29	417	3,507	10,474
	Count of Pop 30 - 34	564	4,778	15,024
	Count of Pop 35 - 39	554	4,764	14,990
	Count of Pop 40 - 44	523	4,596	13,780
	Count of Pop 45 - 59	1,257	11,157	32,859
	Count of Pop 60 - 74	1,749	13,094	37,312
	Count of Pop 75 - 84	725	5,282	14,501
	Count of Pop 85+	368	2,001	4,966
	% of Pop 0 to 4 years	5.4%	5.8%	6.1%
	% of Pop 0 to 7 years	7.5%	8.2%	8.7%
	% of Pop 5 - 13	8.5%	9.8%	10.3%
	% of Pop 14 - 18	3.4%	4.3%	4.4%
	% of Pop 19 - 22	3.5%	4.2%	4.2%
	% of Pop 22 - 25	2.7%	3.1%	3.0%
	% of Pop 25 - 29	5.2%	5.2%	5.2%
	% of Pop 30 - 34	7.0%	7.1%	7.5%
	% of Pop 35 - 39	6.9%	7.1%	7.5%
	% of Pop 40 - 44	6.5%	6.8%	6.9%
	% of Pop 45 - 59	15.6%	16.5%	16.4%
	% of Pop 60 - 74	21.7%	19.4%	18.7%
	% of Pop 75 - 84	9.0%	7.8%	7.3%
	% of Pop 85+	4.6%	3.0%	2.5%
Median Age	45.9	42.5	41.3	
Average Age	45.9	43.1	42.1	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.9%	6.2%	6.6%
	% of Pop 5 - 13	9.5%	10.3%	10.9%
	% of Pop 14 - 18	3.8%	4.6%	4.6%
	% of Pop 19 - 22	3.9%	4.5%	4.4%
	% of Pop 22 - 25	3.1%	3.3%	3.2%
	% of Pop 25 - 29	5.6%	5.3%	5.3%
	% of Pop 30 - 34	8.1%	7.4%	7.8%
	% of Pop 35 - 39	7.7%	7.4%	7.9%
	% of Pop 40 - 44	6.3%	7.1%	7.1%
	% of Pop 45 - 59	15.8%	16.7%	16.6%
	% of Pop 75 - 84	7.5%	7.0%	6.5%
	% of Pop 60 - 74	20.4%	18.4%	17.5%
	% of Pop 85+	2.2%	1.9%	1.7%
	Median Age	41.8	40.7	39.6
Average Age	42.9	41.5	40.5	

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	% of Pop 0 to 4 years	4.9%	5.4%	5.7%
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	% of Pop 40 - 44	6.7%	6.6%	6.7%
	% of Pop 45 - 59	15.5%	16.3%	16.3%
	% of Pop 60 - 74	22.9%	20.3%	19.8%
	% of Pop 75 - 84	10.3%	8.5%	8.0%
	% of Pop 85+	6.6%	3.9%	3.2%
	Median Age	50.1	44.3	43.0
Average Age	48.5	44.6	43.6	
<b>Race</b>	Count of White	5,963	52,187	147,671
	Count of Black or African-American	1,287	7,773	26,828
	Count of Asian or Pacific Islander	188	1,878	6,476
	Count of Other races	608	5,737	18,818
	White	74.1%	77.2%	73.9%
	Black or African American	16.0%	11.5%	13.4%
	Asian	2.3%	2.8%	3.2%
	Other Races	7.6%	8.5%	9.4%
<b>Language Spoken</b>	Speak English at Home	93.7%	93.5%	91.5%
	Speak Spanish at Home	2.7%	2.2%	3.7%
	Speak French or French Creole at Home	0.2%	0.4%	0.4%
	Speak German at Home	0.0%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	1.5%	1.5%	1.2%
	Speak Russian and Other Slavic Languages at Home	0.2%	0.2%	0.3%
	Speak Chinese at Home	0.8%	0.6%	0.7%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.0%	0.3%	0.2%
	Speak Other Asian Languages at Home	0.4%	0.4%	0.5%
	Speak Tagalog and Other Pacific Languages at Home	0.3%	0.1%	0.2%
	Speak Other Language at Home	0.2%	0.4%	0.8%
<b>Hispanic</b>	Hispanic Population	418	3,816	13,499
	Hispanic Population Percent	5.2%	5.6%	6.8%
	Mexican	66.2%	65.1%	64.9%
	Puerto Rican	2.3%	2.9%	5.1%
	Cuban	0.2%	5.5%	3.2%
	Dominican	0.0%	0.1%	0.7%
	Central American	0.7%	11.2%	11.1%
	South American	6.1%	6.5%	9.9%
	Other Hispanic	24.5%	8.8%	5.1%
	2000 Hispanic Population Percent	2%	3%	3%
	1990 Hispanic Population Percent	1%	2%	2%

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<b>Ancestry</b>	American (percent of total population)	2.8%	3.4%	3.5%
	American	2.5%	3.2%	3.2%
	Native American (ie. Indian/Eskimo)	0.3%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
	Asian (percent of total population)	1.5%	2.2%	2.6%
	Chinese	0.4%	0.6%	0.8%
	Japanese	0.1%	0.2%	0.1%
	Korean	0.0%	0.1%	0.2%
	South Central Asian (ie. Indian)	0.8%	1.0%	1.2%
	South East Asian (ie. Vietnamese)	0.1%	0.1%	0.1%
	Other Asian	0.1%	0.3%	0.2%
	European (percent of total population)	44.8%	48.3%	44.4%
	British	9.7%	9.6%	8.9%
	Dutch	0.6%	0.7%	0.6%
	French	1.2%	1.4%	1.3%
	German	12.1%	14.1%	13.0%
	Italian	1.7%	1.9%	2.0%
	Polish	1.0%	1.4%	1.3%
	Scandinavian	2.7%	2.6%	2.6%
	Scotch/Irish	11.4%	11.5%	10.3%
Other European (ie. Greek/Russian)	4.3%	5.2%	4.4%	
Middle Eastern	0.9%	0.5%	0.6%	
Other Ancestry	13.0%	12.2%	13.1%	
Unclassified Ancestry	15.0%	15.4%	14.8%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	6,156	49,178	143,905
	Elementary (0 to 8)	1.9%	1.2%	1.5%
	Some High School (9 to 11)	1.2%	1.7%	2.3%
	High School Graduate (12)	12.9%	12.5%	14.4%
	Some College (13 to 16)	22.5%	18.9%	18.1%
	Associates Degree Only	4.5%	4.8%	5.6%
	Bachelors Degree Only	34.3%	37.2%	34.6%
	Graduate Degree	22.8%	23.9%	23.5%
	% College (4+)	57.1%	61.0%	58.1%
<b>Household Type</b>	Total Households – count	4,062	30,646	88,642
	One Person HHs – count	1,791	10,962	30,386
	Family HHs – count	2,008	17,592	51,308
	Married Couple – count	1,550	14,182	40,312
	w/own children – count	546	5,314	15,909
	w/out own children – count	1,004	8,867	24,403
	Male Householder – count	97	943	3,123
	Female Householder – count	360	2,468	7,873
	Non-Family Households – count	263	2,092	6,948
	1 Person Household	44.1%	35.8%	34.3%
	2 Person Household	32.6%	35.8%	35.4%
	3 Person Household	10.2%	12.2%	13.3%
	4 Person Household	8.0%	9.9%	10.4%
	5 Person Household	3.2%	4.2%	4.3%
6 Person Household	1.3%	1.5%	1.5%	
7+ Person Household	0.5%	0.7%	0.7%	
% Households With Children	17.4%	22.9%	24.2%	

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Watts Mill Plaza Kansas City, MO		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Housing</b>	Total Housing Units	4,431	33,130	95,615
	Owner Occupied Percent	46.8%	61.1%	60.9%
	Renter Occupied Percent	44.8%	31.4%	31.9%
	Vacant Housing Percent	8.3%	7.5%	7.3%
	Total Housing Units (Census 2000)	4,283	29,923	88,106
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	14.5%	9.8%	7.5%
	Property Value \$750,000 to \$999,999	10.8%	11.5%	9.9%
	Property Value \$500,000 to \$749,999	18.2%	20.2%	20.7%
	Property Value \$400,000 to \$499,999	12.6%	12.2%	14.2%
	Property Value \$300,000, to \$399,999	16.7%	15.8%	16.9%
	Property Value \$200,000 to \$299,999	13.8%	16.4%	16.3%
	Property Value \$150,000 to \$199,999	2.7%	4.4%	4.8%
	Property Value \$100,000 to \$149,999	5.0%	2.7%	3.4%
	Property Value \$60,000 to \$99,999	2.4%	1.1%	1.7%
	Property Value \$40,000 to \$59,999	0.0%	0.5%	0.7%
	Property Value \$0 to \$39,999	1.5%	1.2%	1.3%
	Median Home Value	\$461,973	\$464,993	\$434,796
<b>Wealth per Household</b>	\$0 and under - percent	17.4%	16.3%	16.5%
	\$1 to \$4999 - percent	8.5%	7.4%	7.6%
	\$5k to \$9999 - percent	4.5%	4.2%	4.2%
	\$10k to \$24999 - percent	6.3%	6.1%	6.1%
	\$25k to \$49999 - percent	6.6%	6.7%	6.7%
	\$50k to \$99999 - percent	9.8%	10.1%	10.1%
	\$100k to \$249999 - percent	17.8%	18.4%	18.3%
	\$250k to \$499999 - percent	13.4%	14.1%	13.9%
	\$500k+ - percent	15.6%	16.8%	16.5%
	Median HH Wealth	\$83,924	\$96,442	\$93,870
	Avg HH Wealth	\$249,283	\$264,691	\$261,010
<b>Economic Viability</b>	Economic Viability Local	326	300	303
	Economic Viability Indexed	118	108	109
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	4,392	36,753	108,529
	Managerial/Executive	24.5%	24.7%	24.2%
	Professional Specialty	33.7%	34.3%	33.6%
	Healthcare Support	1.6%	2.3%	2.5%
	Sales	11.2%	11.3%	10.4%
	Office & Administrative Support	9.2%	8.8%	8.8%
	Protective Service	2.2%	1.7%	1.6%
	Food Preparation	1.9%	3.2%	3.8%
	Building Maintenance & Cleaning	1.3%	1.5%	2.1%
	Personal Care	3.2%	2.3%	2.4%
	Farming, Fishing, & Forestry	0.2%	0.0%	0.1%
	Construction	2.6%	3.4%	3.4%
	Production & Transportation	8.3%	6.5%	7.2%
	Percent White Collar Workers	80.3%	81.4%	79.5%
	Percent Blue Collar Workers	19.7%	18.6%	20.5%

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	Agriculture/Mining/Construction	4.2%	6.2%	5.1%
	Manufacturing	4.0%	6.1%	6.1%
	Transportation	5.5%	3.3%	4.1%
	Information	3.0%	2.3%	2.4%
	Wholesale/Retail	12.7%	11.9%	11.3%
	Finance, Insurance, Real Estate	13.8%	12.6%	11.8%
	Professional Services	19.0%	14.8%	15.3%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	2.3%	2.3%	3.3%
	Educational Services	20.0%	25.3%	24.8%
	Entertainment Services	6.8%	7.3%	7.6%
	Other Professional Services	4.8%	4.3%	4.4%
	Public Administration	3.8%	3.4%	3.7%
<b>Vehicles per HH</b>	No Vehicles	10.9%	5.2%	4.9%
	1 Vehicle	39.6%	35.9%	37.3%
	2 Vehicles	36.6%	42.2%	42.4%
	3 or more vehicles	12.9%	16.7%	15.4%
	Average Number of Vehicles	1.56	1.76	1.74
<b>Change</b>	Births (last 12 months)	71	674	2,083
	Deaths (last 12 months)	117	809	2,195
	Migration (last 12 months)	64	-382	-607
<b>Work place</b>	Workplace Establishments	414	4,527	12,146
	Workplace Employees (FTE)	4,995	57,985	132,841